DOCUMENT RESUME

ED 344 075 CE 060 897

TITLE Workforce & Workplace Literacy. Selected References.
INSTITUTION Business Council for Effective Literacy, New York, NY.
PUB DATE 10 Jan 92
NOTE 7p.
AVAILABLE FROM Business Council for Effective Literacy, 1221 Avenue of the Americas, 35th Floor, New York, NY 10020 ($5.00).
PUB TYPE Reference Materials - Bibliographies (131) -- Collected Works - Serials (022)
JOURNAL CIT BCL Brief; n1 Jan 10 1992

EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS *Adult Literacy; Educational Policy; Job Skills; *Labor Force; Measures (Individuals); Occupational Surveys; Research Reports
IDENTIFIERS *Workplace Literacy

ABSTRACT

This brief contains selected references on work force and workplace literacy. The references are divided under the following headings: 10 how-to guides and assessment tools, 15 policy and research reports, and 4 surveys. Each listing may include the following: title, author(s), product description, cost, and publishing source. (NLA)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

BCEL
Business Council For Effective Literacy
1221 Avenue of the Americas, New York, N.Y. 10020
212-512-2415/2412

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☑ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

Brief

No. 1 Rev. January 10, 1992

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY

D. Spangenberg

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

ED344075

Workforce & Workplace Literacy

Selected References

How-To Guides & Assessment Tools:

1. Workplace Basics Training Manual, by Carnevale, Gainer, & Meltzer, American Society for Training and Development, 1990. The manual provides step-by-step guidelines for planning and implementing an effective workplace skills program. It deals with how to develop political support for programs within and outside of a company as well as basic training methodology. Available from Jossey-Bass Inc., 350 Sansome Street, San Francisco, CA 94104, $34.95, 280 pages. (A companion book, Workplace Basics: Essential Skills Employers Want, analyzes what skills employers are looking for and need in the workforce of today and tomorrow. Also available from Jossey-Bass, $34.95, 512 pages.)

2. Job-Related Literacy Training: Teaching Reading On The Job, by Butruille, Philippi, and Petrini, American Society for Training and Development, 1989. Among other things, the guide deals with how to assess job-related reading skills, conduct job task analysis, develop a lesson format, and assess an organization's reading needs and resources. Includes detailed information on the processes and competencies commonly needed for job literacy in some 95 different occupations. Available for $10.50 from the Publications Department, American Society for Training and Development, 1630 Duke Street, Box 1443, Alexandria, VA 22313.

3. Job-Related Basic Skills: A Guide For Planners of Employee Programs, by the Business Council for Effective Literacy, 1987, 45 pages. The guide gives step-by-step guidelines for planning and implementing an effective job-related basic skills program for employees. Three major sections cover general principles to guide workplace efforts, specifics on developing and operating a program, and special issues to consider. To illustrate the application of procedures and principles, 14 programs are profiled. Available for $15 prepaid from BCEL, 1221 Avenue of the Americas - 35th Floor, New York, N.Y. 10020.

4. The Bottom Line: Basic Skills In The Workplace, a joint publication of the U.S. Department of Labor and Education, 1988, 50 pages. Provides analysis and discussion of the workplace basic skills problem and gives detailed guidelines on how to develop a good workplace program. Charts are presented on how to perform a literacy audit and evaluate workplace literacy programs. Numerous programs are profiled to illustrate the application of procedures and principles. Available for $3.25 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Specify Stock # 029-000-00424-2.

5. Worker-Centered Learning: A Union Guide to Workplace Literacy, AFL-CIO, 1990, 130 pages. The first section of the guide examines definitions of literacy and the status and role of workplace literacy today. The second section lays out a nine-step plan to follow in designing worker-centered basic skills programs, giving examples of current union efforts. First copy available at no charge from the Human Resources Development Institute, AFL-CIO, 815 Sixteenth Street NW, Washington, DC 20006.

CE060877

BEST COPY AVAILABLE

6. Training Partnerships: Linking Employers and Providers, by Anthony Carnevale, Leila Gainer, Janice Villet, and Shari Holland, reports on a study conducted by the American Society for Training and Development and the U.S. Department of Labor on the use of outside providers of training. It identifies provider groups and systems, examines how employers interact with them, and gives guidance to employers on how to make informed decisions when buying outside training help. Single copies are available free from Fulfillment Department, ASTD, 1630 Duke Street, Alexandria, VA 22314.

7. The Work Education Project is a two volume set from Indiana University, 1988. The first volume, *Bridging Education & Employment With Basic Academic Skills,* is a research synthesis of what is known about literacy, vocational education, math, science, and computer literacy, and the implications for program and curriculum development. The companion volume, *How To Gather & Develop Job Specific Literacy Materials For Basic Skills Instruction*, gives guidance on how to build workplace programs geared to tasks workers actually encounter on the job. It explains how to conduct literacy-related job task analysis and develop appropriate learning materials. Availabale for $12 per volume or $22.50 for the set from Office of Education & Training Resources, School of Education, Indiana University, Bloomington, IN 47405.

8. The ETS Tests of Applied Literacy Skills were released in late 1990 by the Educational Testing Service and are suitable for both general and workforce/workplace settings. The tests draw on experience gained in the NAEP assessment of 21- to 25-year olds. They are designed for pre-testing and post-testing and measure both proficiency and progress in general and workplace literacy settings. They assess functional skills that adults use in everyday life and work--in prose, document, and quantitative literacy--and are free of all grade-level comparisons. There are no multiple choice questions; instead, the test takers write short answers or underline or circle information. The *Prose Literacy* test measures the ability to read and interpret materials such as newspaper articles and books. The *Document Literacy* test measures the ability to use information from maps, charts, forms, and the like. The *Quantitative Literacy* test measures the ability to use arithmetical operations to interpret and use numeric information found in such materials as sales ads. Each test in the series can be given in 40 minutes and scored in five minutes by clerical-level staff. The tests are available in two forms and various configurations in each of the three test areas. Also available is an *Administration and Scoring Manual* and a *Technical Manual* . Order from Simon & Schuster Workplace Resources, PO Box 1230, Westwood, NJ 07675-9855, (800) 223-2336, or for new accounts (800) 233-2348.

9. Literacy At Work: the Workbook for Program Developers is a new workplace skills program training manual developed by Jorie Philippi of Performance Plus Learning Consultants. It is designed to help businesses help themselves in developing effective workplace skills programs. Performance Plus offers training seminars and workshops to help literacy professionals and corporate personnel better understand the functional context approach and to learn to use the manual to implement programs. The manual is $200 from Simon & Schuster Workplace Resources, PO Box 1230, Westwood, NJ 07675-9855, 800-223-2336. For information on Performance Plus' technical assistance services contact Jorie Philippi, President, Performance Plus Learning Consultants, 7869 Godolphin Drive, Springfield, VA 22153, (703) 455-1735.

10. Functional Context Education: Workshop Resource Notebook contains materials used in a Functional Context Education Workshop developed by Thomas Sticht of Applied Behavioral and Cognitive Sciences, Inc. with Ford Foundation funding. The Notebook graphs statistical information about literacy, employability, and productivity in the U.S.; provides background

information about functional context education and how it may be applied to instructional programs for adults; and presents three case studies to help guide program developers. Available for $25 from the Institute for the Study of Adult Literacy, College of Education, Pennsylvania State University, 204 Calder Way, Suite 209, University Park, PA 168-01-4756, (814) 863-3777.

Policy & Research Reports

1. An Annotated Bibliography of Research on Basic Skills in the Workforce and Related Issues, Southport Institute for Policy Analysis, August 1990, 91 pages. Available for $25 prepaid from Southport Institute for Policy Analysis, 440 First Street NW, Suite 415, Washington, DC 20001.

2. Workforce 2000: Work and Workers for the 21st Century, by William Johnston & Arnold Packer of the Hudson Institute for the U. S. Department of Labor, 1988. .A groundbreaking report on the changing demographics of the American workforce and implications for workforce skills upgrading. Available for $4.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

3. WORKER TRAINING: Competing in the New International Economy, Office of Technology Assessment, U.S. Congress, September, 1990, 282 pages. A comprehensive study for the Senate Labor and Human Resources Committee, the House Committee on Education and Labor, and the Senate Finance Committee. Prepared under the guidance of a national advisory panel of corporate, union, government, research, and military leaders. Examines U.S. worker training and re-training needs in an international context and in terms of what it will take to maintain the American standard of living and remain globally competitive. It analyzes the forces that shape training today, the extent of U.S. employer-provided training compared to our major competitors, and trends in instructional technology and its use in training programs. The report offers 16 policy options to Congress which are designed to broaden and deepen employer and employee commitments to training. The report's focus is on skills upgrading for already-employed workers because this will have the greatest competitve impact in the near and medium term. Available for $12 from the Superintendent of Documents, Dept. 33, U.S. Government Printing Office, Washington, DC, 20402-9325. Specify GPO Stock # 052-003-01214-6.

4. AMERICA'S CHOICE: High Skills or Low Wages, Commission on the Skills of the American Workforce, 1990. A major focus of the report is on vestibule programs and action needed to address the skills and training needs of young people in transition from school to work. Available for $18 from the National Center on Education & the Economy, 39 State Street, Rochester, NY 14614.

5. From School to Work, a Policy Information Report from the Educational Testing Service, focuses on the transition to work of non-college bound high school students. The report notes that while other developed countries have institutional systems for helping young people make the school-to-work transition, the U.S. does not. It explores differences in skills and attitudes required for success in school and on the job and stresses the need for better communication between educators and employers to smooth the transition. Available for $3.50 prepaid from Publications Order Service, PO Box 6736, Princeton, NJ 08541. (Make checks payable to the Educational Testing Service.)

6. Training: The Competitive Edge, by Jerome Rosow and Robert Zager of the Work In America Institute, 1989. A report on a long-term national investigation of corporate training and development programs. Effective and innovative programs are presented, with an emphasis on those for "mid-literate" workers. The book is filled with information on strategies and guidelines for redirecting corporate training programs to meet the changing requirements of jobs and new technology. Available for $24.95 from Jossey-Bass, Inc., 350 Sansome Street, San Francisco, CA 94104.

7. Training America: Strategies for the Nation, by Carnevale and Johnston, a report on a project by the National Center on Education and the Economy and the American Society for Training and Development, 1989. An analysis of the current role of business, education, and government in providing job-related training programs, as compared to Canada, Australia, Japan, and several European countries. Recommendations are given for improving public policy and developing new workplace program approaches. Available for $25.50 from American Society for Training and Development, 1630 Duke Street, Box 1443, Alexandria, VA 22313.

8. JUMP START: The Federal Role In Adult Literacy, by Forrest Chisman, Southport Institute for Policy Analysis, 1989. A major conclusion of this report is that the national literacy effort should have a major focus on basic skills for the currently employed. Available for $5 a copy from Southport Institute, 440 First Street NW, Suite 415, Washington, DC 20001.

9. Leadership For Literacy: The Agenda for the 1990s, by Forrest Chisman and Associates, 1990. This publication is a combination of background papers for JUMP START and new chapters. It provides detailed analysis of the current status of general and workforce literacy in the nation with reference to political, institutional, and intellectual forces. It sets forth a national agenda for overcoming present barriers to skills upgrading in the workforce, with recommendations for employers and other responsible groups. Available for $24.95 from Jossey-Bass, Inc., 350 Sansome Street, San Francisco, CA 94104.

10. Workforce/Workplace Literacy Packet includes a selection of national newsletters put out by the Business Council for Effective Literacy, collected newspaper and magazine articles on aspects of workplace/workforce literacy, an annotated workplace/workforce bibliography, a BCEL reprint of the 1988 *Business Week* feature "HUMAN CAPITAL: The Decline of America's Workforce," and other reprints and resource materials. Available for $15 prepaid from BCEL, 1221 Avenue of the Americas - 35th Floor, New York, NY 10020.

11. Made in America: Regaining the Productive Edge, by the MIT Commission on Industrial Productivity (Dertouzos, Lester, Solow, 1989), is based on two years of detailed examination of eight manufacturing industries, hundreds of interviews and visits to firms in three continents, and testimony of chief executive officers and labor leaders. It analyzes the factors which led to declines in U.S. industrial performance, concludes that rigidity in organization patterns and attitudes are at the root of America's productivity problem, and recommends ways to remedy the problem. Manufacturing groups at the center of the study are the automobile, chemical, commercial aircraft, consumer electronics, machine tool, semiconductor/computer/copier, steel, and textile industries. Among other things, the study looks at technological weaknesses in development and production, neglect of human resources, failures of cooperation, the cross-purpose behavior of government and industry, emerging patterns of best industrial practice, the role of universities, imperatives for a more productive America, and strategies for industry, labor, and government. Available for $19.95 plus $2.50 postage and handling from MIT Press, 55 Hayward Street, Cambridge, MA 02142, 800-356-0343.

12. America and the New Economy, by Anthony Carnevale of the American Society for Training and Development, 1991. Based on five years of applied research in the world of work, the study discusses the forces that are shaping the "new economy," and the corresponding new skills and higher levels of literacy that will be required of American workers. The report emphasizes that investment in employee training pays off in increased productivity, and it calls for a much greater commitment on the part of employers to training workers at all levels. Single copies available from ASTD Customer Service, 1640 King Street, Box 1443, Alelxandria, VA 22313, (703) 683-8129.

13. Workplace Education Efforts In Small Business: Learning from the Field, prepared by Berkeley Planning Associates for the U.S. Small Business Administration (SBA), March 1991. The study analyzes workplace literacy programs at 18 companies--examining such issues as employer motivation, needs assessment, program start-up and operating costs, curriculum content and instruction approaches, support services, measures of success, and organizational models for program delivery. The report reveals that all of the programs were begun at no cost to the companies through the efforts of outside professionals and that, once under way, at least half of the employers were willing to continue them at their own expense. The study identifies a number of steps that can be taken to increase participation by small businesses in literacy programs. Available for $23 from the National Technical Information Service, U.S. Department of Commerce, 5825 Port Royal Road, Springfield, VA 22161, (800) 553-6847.

14. A Review of the National Workplace Literacy Program, carried out by Pelavin Associates, Inc. for the U.S. Department of Education (DOE), May 1991, looks at 37 programs funded under the DOE's first year of national workplace literacy grants in 1988. It identifies major characteristics shared by effective workplace programs and makes recommendations to improve and guide future grantmaking under the ongoing federal program. In conducting its review, Pelavin made site visits to six of the programs (including large and small businesses), which are profiled in the report. For a free copy, contact Tammy Fortune, Clearinghouse for Adult Education and Literacy, U.S. Department of Education, Room 4414, Mary Switzer Building, 400 Maryland Avenue SW, Washington, DC 20202-7240, (202) 732-2396.

15. States and Communities on the Move: Policy Initiatives To Create a World-Class Workforce is a 1991 publication from the William T. Grant Foundation Commission on Youth and America's Future and 13 other national organizations. It reviews several dozen new policy initiatives, primarily at the state level, that are being undertaken to prepare young people for high-skill, high-performance jobs in America. It covers such ground as the establishment of HRD planning bodies, school-to-work transition programs, apprenticeship and community service programs, promising business-education collaborations, and creative funding mechanisms. By documenting some of the innovative work already being done in these areas, the report aims to challenge the imagination and thinking of legislators, policy officials, and everyone concerned about building a world-class workforce. The report argues that school reform alone will not achieve the level of national competence and economic competitiveness required, but that nothing less than the fundamental reform of the entire education system is needed. In the programs highlighted in the publication the authors see the seeds of that reform. Available for $5 prepaid from the William T. Grant Foundation Commission on Work, Family and Citizenship, 1001 Connecticut Avenue NW, Suite 301, Washington, DC 20036-5541, (212) 775-9731.

Surveys

1. America's Work Force in the 1990s: Trends Affecting Manufacturers, by Jerry Jasinowsky, is a 13-page publication from the National Association of Manufacturers (1990). It examines trends identified in Workforce 2000 in terms of their implications for manufacturers. Among other recommendations are that manufacturers need to invest more in workforce training and increase employee involvement in workplace decisions. Copies are $5 each from National Association of Manufacturers, 1331 Pennsylvania Avenue NW, Suite 1500 North, Washington, DC 20004. (Make checks payable to NAM and send c/o Lisa Firestone. Bulk discounts available.)

2. Literacy in the Work Force (#947), by Leonard Lund and E. Patrick McGuire, 1990, is a 22-page publication from The Conference Board based on a mail survey of 1,600 manufacturing and service firms. Among the findings are that most companies do not test for literacy or math skills, most are concerned about illiteracy among their workers and expect the problem to get worse, and most have no in-house programs to address worker skills needs. A major section of the publication profiles a sampling of present workplace programs and the particular features of each. Several goals, constituting a literacy agenda for the business community, are also set forth. Available to Board members and nonprofit groups for $20 (otherwise $80) from The Conference Board, 845 Third Avenue, New York, NY 10022-6601.

3. 1990 SHRM/CCH Survey: Workplace Literacy/Basic Skills, a survey report written by Claire Anderson and Betty Ricks and sponsored by Commerce Clearing House and the Society for Human Resource Managers, explores the extent of workplace illiteracy, the problems that arise from it, and what is being done to address it. Questionnaires were sent to a random sampling of Society for Human Resource Managers members. The 1,328 responses came from human resource personnel in companies ranging in size from fewer than 50 employees to more than 10,000. Among the survey's findings are that 92 percent of businesses now employ workers who lack solid basic skills and 70 percent of companies having such employees do not provide basic skills training. Available at no charge (up to 10 copies) from Commerce Clearing House, 4025 West Peterson Avenue, Chicago, IL 60646.

4. Workforce 2000: Competing in a Seller's Market: Is Corporate America Prepared? A Survey Report on Corporate Responses to Demographic and Labor Force Trends, prepared by Towers Perrin and the Hudson Institute (1990), gives the results of a survey about how well positioned businesses are to address the issues identified in the Hudson Institute's Workforce 2000. The findings are based on questionnaires returned by 645 businesses representing a wide range of types. The report contains a wealth of demographic information about the present and future workforce and discusses the resulting workforce problems that businesses will have to address. Copies are available at no cost while the supply lasts--from Marketing Services, Towers Perrin, 100 Summit Lake Drive, Valhalla, NY 10595.

Copies of this Brief are available from BCEL for ~~$3.00~~ $5.00 each prepaid.